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30th Anniversary Catalog



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ARTHUR E. SNOW

GROWER OF *Puente Calif.*
 "Snow-Field"

TREE ROSES

Winter 1949 — Spring 1950

"Snow Field"

TREE ROSES

Exclusively



ARTHUR E. SNOW

1721 Puente Avenue
PUENTE, CALIFORNIA

Call Fleetwood 2-2659



COMMERCIAL MEMBER
AMERICAN ROSE SOCIETY

"Snow-Field"
QUALITY
TREE ROSES

BARE ROOT PLANTS FOR DELIVERY

Dec. 1949

Jan. 1950

Feb. 1950



Patented Varieties

No. 1 Grade

5-20	20-250	250-over
\$2.50	\$2.25	\$2.00

No. 1½ Grade

5-20	20-250	250-over
\$2.00	\$1.90	\$1.80



Standard Varieties

No. 1 Grade

5-100	100-500	500-over
\$1.75	\$1.65	\$1.50

No. 1½ Grade

5-100	100-500	500-over
\$1.50	\$1.40	\$1.25



All new premium varieties marked (*).....	\$2.50 net
Three color combination var.....	\$2.25
Two color combination var.....	\$2.00



All prices quoted F.O.B. Puente and San Gabriel,
California

Red Shades

PATENTED

APPLAUSE—Pat. 942

Won 1947 Bagatelle Gold Medal. Is a brilliant light red in color with yellow base on each petal when opened. Flowers are often 5 inches across, and are pleasantly fragrant. Performs exceedingly well in all climates. Is free-branching and mildew resistant. Our choice in this color as a tree.

CALIFORNIA CENTENNIAL—P.a.f.

An H. S. introduction for 1949. Vigorous, upright, dark green leaves, long pointed buds, large petaled flowers of a glowing rich crimson. Does not blue. Exceptional.

CHARLOTTE ARMSTRONG—Pat. 455 (AARS)

Carmine red buds open to magnificent blooms of vivid cerise. Long stemmed vigorous grower. Still ranks tops.

*FANDANGO—P.a.f.

Of all the roses we grow this one comes into bloom earliest in spring. A big, vigorous, glossy foliated plant, the color is a rich deep scarlet in bud, which opens to a bright cerise red flower. The petals have a ruffled crisp appearance which adds to its beauty. Mildly fragrant. Similar, but darker than Guillot. An Armstrong introduction last season.

GRAND DUCHESS CHARLOTTE—P.P.P. (AARS)

Rich claret color, changes to rose as it opens. Big, strong, free branching plant, lovely fragrance.

HEART'S DESIRE—Pat. 501 (AARS)

Beautiful red with long unfurling petals; deep red heart and exquisite fragrance. Vigorous grower. A "must have" every year.

MIRANDY—Pat. 632 (AARS)

Gorgeous, Armstrong creation, won All-American Award for 1945. Big buds are rich red with black shadings. Most extraordinary feature is marvelously delicious damask fragrance.

NOCTURNE—Pat. 713 (AARS)

Color is bright cardinal-red with dark shadings. Stems are long, foliage luxuriant, sturdy grower. By Armstrong.

SAN FERNANDO—P.a.f. (AARS)

A grand new red rose with lasting fragrance. Buds are long and pointed. Vigorous grower, disease resistant, long stemmed. Improved Heart's Desire.

TEXAS CENTENNIAL—Pat. 162

Sport of rose Pres. Hoover. Color brick-red turning to cerise-red with age. Free flowering and vigorous.

Red Shades

PATENTED

***TOM BRENNEMAN—P.a.f.**

The happiness, laughter and gayety that Tom Brenneman brought into the world over the radio is exemplified in the new rose which bears his name. Every bud and flower is full of vigor and color. The plants are rugged, the color is a beautiful coral and the flowers long lasting. Very fragrant. Howard & Smith seedling.

WILL ROGERS—Pat. 256

Deep red, intensely fragrant, of strong and vigorous growth. Free blooming and an ideal cut flower.



Red Shades

NON-PATENTED

CHRISTOPHER STONE

This rose is very popular for its freedom of blooms and its beautiful color, having large heavy foliage.

ETOILE DE HOLLANDE

Velvety dark crimson, fragrant.

GYPSY LASS

Perfect shaped flowers of dark scarlet crimson. Vigorous bloomer.

HADLEY

Velvety rich crimson flowers, attractive long stems.

McGREDY'S SCARLET

Excellent formed flowers of variable scarlet, grows vigorously. Blooms freely.

NIGHT

The buds and flowers are well shaped and quite double and fragrant. Darkest of all reds.

POINSETTIA

Vigorous grower. Long buds. Parent of San Fernando.

RED HOOVER

Popular red, variation of Pres. Hoover.

RED RADIANCE

Vigorous glowing crimson sport of Radiance.

RED TALISMAN

Considered one of the best sports of Talisman now on the market. Long stems and pointed brilliant red buds. Vigorous grower and very fragrant.

Red Shades

NON-PATENTED

SOUTHPORT

Always full of perfumed flowers. Perfect buds opening into a lovely loose flower.

VICTORIA HARRINGTON

We believe this novelty to be the finest of all red roses. Pointed buds of blackish red slowly open to finely formed flowers of non-fading velvety dark red, warmed with a golden flush in the heart of the flower.

*Pink Shades*

PATENTED

***BABE RUTH—P.a.f.**

This fine new rose performs like the American sports hero for which it was named. It can be depended upon for top performance. Plants are strong and vigorous, the foliage is clean and flawless. The stems are long and support the heavy petaled copper-salmon buds, which develop into large ovoid flowers, in perfect balance.

EDITH WILLKIE—Pat. 500

Long pointed, coral-pink buds of fine form — a greatly improved Los Angeles rose.

LASSIE—P.P.P.

A lovely new rose with us, whose slender, tight buds are shrimp pink, blending to a soft canary yellow at the base. The color varies with the season, but always presents a delightful combination. Has excellent foliage and is a sturdy grower. Tuttle Bros. introduction. Improved Picture.

SANTA ANITA—Pat. 539

Flowers and buds are beautifully shaped on smooth long stems. Color is glowing rose-pink. Bright green foliage.

SHOW GIRL—Pat. 646

Strong growing upright bush, beautiful long buds are deep rose-pink. Long lasting cut flower.

Pink Shades

NON-PATENTED

IMPERIAL POTENTATE

An old favorite that is still one of the darkest shades in pink-excellence; mildew-free, leathery foliage.

J. OTTO THILOW

Perfect buds and flowers, rich rose pink. Very vigorous.

LOS ANGELES

Extremely vigorous trees, have silvery coral pink flowers.

PICTURE

A rose that is a picture, every bud perfectly formed and with a cheerful glowing shade of light rose pink. Very popular.

PINK DAWN

Perfectly formed deep rose-pink, toned orange. Heavy growth, long stems.

PINK RADIANCE

Varied hues of silvery pink, bushy foliage.

ROSE MARIE

Double, cupped rose-pink blooms.

THE DOCTOR

Silvery pink. Buds are long and pointed. Intense fragrance. Received Gold Medal at National Rose Society Show at London. A Howard & Smith introduction.



Clear Yellow

PATENTED

BUTTERSCOTCH—Pat. 613

"Nothing like the color of butterscotch has so far been seen in roses"; exceptional form. Excellent as tree rose.

DEBONAIR—Pat. 677

Outstanding yellow. Delightful old-time rose fragrance, vigorous tree. Mildew resistant foliage. Armstrong seedling.

LOWELL THOMAS—Pat. 595 (AARS)

Buds on long stems are of a deep golden yellow. Large, robust plant. Does well in cool or hot weather. Won All-American Award.

MME. CHIANG KAI-SHEK Pat. 664 (AARS)

Long spiral buds open to light clear canary yellow flowers of perfect proportions. Vigorous grower, long stemmed. Tops for form.

PEACE—Pat. 591 (AARS)

Winner of All-American Award. Unique in color, rich yellow buds opening to soft yellow, each petal edged in cerise pink. Flowers are huge, long lasting when cut. Plants are vigorous with shiny green foliage.

Thanking You for 30 Successful Years

This is our 30th Anniversary of growing better quality roses for the trade. We have tried our level best to have the name "Snow-Field" signify top quality in *Tree Roses*. A middle road for *Tree Roses* does not exist. The best grade is the only grade worth while. We have found thru years of experience that the best is acquired only thru putting all our efforts to one endeavor. This is why we *specialize* in producing *Tree Roses* exclusively. Many of our customers have been buying "Snow-Field" *Tree Roses* for 15 and 20 years. If you are a new customer of ours, you may be sure that we will fill your order in such a manner that you will want to have "Snow-Field" *Tree Roses* for as long as you remain in business.

To Guide You To "Snow-Field" Tree Roses



Clear Yellow

NON-PATENTED

JOANNA HILL

A vigorous grower, beautifully shaped, long lasting buds and double blooms. Good stems. Creamy yellow with bronzy pink center. Mother plant of many new varieties.

GOLDEN DAWN

Yellow buds, stained crimson, opening to fragrant, well-formed Marechal Niel-yellow flowers. A superb bedding rose, remarkable for its handsome, disease-resisting foliage and steady, prolific blooming qualities.

GOLDEN EMBLEM

Golden yellow with tinge of red on edges of petals.

GOLDEN RAPTURE

Fully double blooms, vigorous growers. Strong stems.

McGREDY'S YELLOW

Bright, buttercup-yellow, perfect form.

MRS. E. P. THOM

Profuse, strong, bushy plants, double pure yellow blooms.

MRS. PIERRE DU PONT

A free flowering kind, double rich yellow.

SISTER THERESE

Long stems, long attractive buds of rich yellow.

VILLE DE PARIS

Well shaped blooms of sunflower yellow. Very lasting.

*White*

PATENTED

SLEIGH BELLS—Pat. 946

New white, always opens, very profuse. Plenty of dark green, leathery foliage. Best new rose in its color today.

*White*

NON-PATENTED

CALEDONIA

Large buds, snowy white flowers.

FRAU KARL DRUSCHKI

Has been well called "The Snow Queen" — the standard of perfection for all white roses.

KAISERIN A. VICTORIA

Ivory white, high centered, double.

White

NON-PATENTED

APRICOT QUEEN—Pat. 464 (AARS)

Multicolored in tones ranging from Apricot to pale pink. Bud is long and pointed, flower fully developed, handsome foliage.

McGREDY'S IVORY

Long pointed ivory buds opening to a beautiful creamy white rose. Very long stems.

SNOW BIRD

Free flowering, sweetly fragrant, vigorous. Will always open fully—double—excellent in tree form.

*Multi-Color*

(Consisting of Apricot, Copper and Orange)

PATENTED

FRED EDMUNDS—Pat. 731 (AARS)

Vivid orange buds slowly open to apricot-orange shade. Rich fragrance. Best in cooler sections. Color always intrigues.

MME. HENRI GUILLOT—Pat. 337

Brilliant, satiny, raspberry-pink buds unfold into gorgeous flower. Has spicy fragrance. Luxuriant glossy foliage. Vigorous grower. Excellent.

TAFFETA—Pat. 716 (AARS)

Beautiful rose-pink, long stemmed buds. Hardy upright plant.

*Multi-Color*

NON-PATENTED

AUTUMN

Orange and yellow hues dashed with red.

DUCHESS OF ATHOLL

Orange to bronze hues, vigorous growth.

DUQUESA DE PENARANDA

Vigorous grower, bearing a profusion of double blooms.

GIRONA

Multicolored in varying tones pink-carmine and yellow. Very fragrant, long stemmed, of fine keeping qualities. Improvement on Talisman.

HEINRICH GAEDE

One of the finest. A copper orange with bright glossy foliage and good stems.

PRESIDENT HOOVER

Blend of flaming scarlet, pink, yellow, orange.

TALISMAN

A favorite variety of rich yellow and rose-red.

Two-Tone

(Contrasting Colors)

PATENTED

CALIFORNIA—Pat. 449

Color is orange yellow overlaid with rose, a dual tone of indescribable beauty. Buds long and pointed, flowers of stupendous size.

***FORTY-NINER—Pat. 792 (AARS)**

The Forty-Niner is probably the most brilliantly colored rose ever introduced. The outside of the petals is rich chrome yellow. The inside or face of the petals is a vivid red, changing to cherry red with age. The buds are long pointed and delightfully formed. Stems are long, straight and sturdy, with few thorns. It is also resistant to disease. 1949 All American. (By Armstrong Nurseries)

MARK SULLIVAN—Pat. 599

Yellow and Tyrian rose in varying combinations; every bud and flower different; strong, profuse bloomer.

***TALLY HO—Pat. 828 (AARS)**

All-American winner for 1949. An excellent rose in a combination of two tones of rose and red. Is a robust grower, free-flowering, and delightfully fragrant. (By Armstrong Nurseries)

*Two-Tone*

NON-PATENTED

CONDESA DE SASTAGO

(Vermillion and Yellow). A good grower, rich colors, fragrant, free bloomer.

CONTRAST

Silver with pink reverse. Vigorous grower, long stemmed.

TANGO

Cerise inside flower—straw yellow reverse.

*Singles and Semi-Doubles***DAINTY BESS (Pink)**

Distinctive rose pink, single.

LULU (Salmon Pink)

Long pointed buds, semi double flowers with beautiful foliage.

Polyanthas and Floribundas

CRIMSON ROSETTE—Pat. No. 967

Many clusters of crimson hybrid polyantha type flowers. Strong grower, makes large, well-shaped head as tree rose. Mildew-free foliage.

DENNY BOY (Multicolor)—P.P.P.

The best description of this Marsh rose is that it is like a miniature "Peace" rose in coloring. The tiny and dainty buds are delightful in bouquets. It is free-flowering.

FLORADORA (Cinnabar Red)

Gayest floribunda of them all. Very satisfactory, keeps well cut. Excellent tree.

PASADENA TOURNAMENT (Dark Red)—P.P.P.

This rose is a small compact to a medium size rose tree well covered with a good rich green foliage. From the small dainty buds literally bursts forth a pageant of regular sized velvety red flowers. Dainty in every way and almost completely thornless. Best of "Sweetheart Roses."

PINK ROSETTE—Pat. No. 970

Brilliant, dark glowing pink. Otherwise identical to Crimson Rosette. We recommend the pink and crimson varieties as tree roses.



Combination Varieties

Two and Three Color Novelties
(Being two and three contrasting varieties
growing on the one plant)

THREE VARIETY NOVELTY

Talisman (yellow), Contrast (pink), Red Talisman (red).

TWO VARIETY NOVELTY

Otto Thilow (pink), Golden Rapture (yellow).

TWO VARIETY NOVELTY

Southport (red), Kaiserin (white).

Terms and Conditions of Sale

DISCOUNT allowed for all orders C.O.D. with substantial discount to customers picking up their orders at our nursery CASH and CARRY, except premium varieties which are quoted at net price.

PACKING material on all Express and Freight shipments charged at cost.

SHIPPING will be via motor freight wherever practicable as the costs on these carriers are negligible and the service satisfactory.

ORDERS to be shipped require a 20% deposit when confirmed, balance on delivery, unless credit has been previously arranged or approved, in which case terms are 30 days net or 60 days by advance arrangement.

CLAIMS for adjustment on stock must be made within 10 days from time stock is received, and we will make every effort to satisfy the customer.

PLANTS will be individually labeled to offset any possibility of varieties being misnamed.

VARIETIES are tied five (5) to the bundle. Please order in multiples of five.

PRICES subject to change or revision upward. All customers will receive the benefit of any reduction in prices. Prices F.O.B. Montebello or San Gabriel, Calif.

PLEASE FILL IN ORDER FORMS AS TO DATE OF DELIVERY AND TERMS DESIRED. IT IS TO YOUR BENEFIT AND TO OURS TO HAVE AN EARLY BOOKING. IF ORDERING LATE PLEASE STATE IF WE MAY SUBSTITUTE LIKE COLOR AND EQUAL GRADE.



TREE ROSE ORDER FORM
FOR THE TRADE

ARTHUR E. SNOW, *GROWER of "Snow-Field" Tree Roses*

1721 PUENTE AVENUE - - - - - Telephone Fleetwood 2-2659
PUENTE, CALIFORNIA

Date _____, 19__

SOLD TO _____ Phone No. _____

Street _____ Delivery Date _____

Post Office _____ Terms _____

(Please print name and address)

May we substitute in similar color and quality? Yes [] No []

AMOUNT	STANDARD VARIETIES	GRADE	TOTAL	AMOUNT	PATENTED VARIETIES	GRADE	PAT. NO.	TOTAL
	Autumn				FORWARD			
	Caledonia				Applause		942	
	Christopher Stone				Butterscotch		613	
	Condesa de Sastago				California		449	
	Contrast				California Centennial		p.a.f.	
	Dainty Bess				Charlotte Armstrong		455	
	Duchess of Atholl				Crimson Rosette		967	
	Duquesa de Penaranda				Debonair		677	
	Etoile de Hollande				Edith Willkie		500	
	Floradora				Fred Edmunds		731	
	Frau Karl Druschki				Grand Duchess Charlotte		p.p.p.	
	Girona				Heart's Desire		501	
	Golden Dawn				Lassie		p.p.p.	
	Golden Emblem				Lowell Thomas		595	
	Golden Rapture				Mark Sullivan		p.p.p.	
	Gypsy Lass				Mirandy		632	
	Hadley				M. Chiang Kai-Shek		664	
	Hinrich Gaede				M. Henri Guillot		337	
	Imperial Potentate				Nocturne		713	
	Joanna Hill				Pasadena Tournament		p.p.p.	
	J. Otto Thilow				Peace		591	
	Kaiserin A. Victoria				Pink Rosette		970	
	Los Angeles				San Fernando		p.a.f.	
	Lulu				Santa Anita		539	
	McGredy's Ivory				Show Girl		646	
	McGredy's Scarlet				Sleighbells		946	
	McGredy's Yellow				Taffeta		716	
	Mrs. E. P. Thom				Texas Centennial		162	
	Mrs. P. S. Dupont				Will Rogers		256	
	Night							
	Picture							
	Pink Dawn				COMBINATION VARIETIES			
	Pink Radiance				Talisman, Red Tal., Contrast			
	President Hoover				Thilow and Rapture			
	Red Hoover				Southport and Kaise			
	Red Talisman							
	Red Radiance							
	Rose Marie							
	Sister Therese							
	Southport							
	Snow Bird				NEW PATENTED AND AARS INTRODUCTIONS			
	Talisman				*Babe Ruth		p.p.p.	
	Tango				*Denny Boy		p.p.p.	
	The Doctor				*Fandango		p.p.p.	
	Victoria Harrington				*Forty-Niner		792	
	Ville de Paris				*Tally ho		828	
					*Tom Brenneman		p.a.f.	
	FWD.							

(PRICES IN CATALOG)

*VARIETIES NET

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TREE ROSES

Exclusively



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PUENTE, CALIFORNIA

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LA PUENTE VALLEY JOURNAL PRINT